

WISCONSIN TRAFFIC SAFETY REPORTER

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Why .08 Can't Wait

by Ernie Stetenfeld
Vice President of Corporate Relations
AAA Wisconsin



In 2000 Congress tied the federal highway purse strings to states' passage of a .08 blood alcohol concentration (BAC) standard, and AAA object-

ed to the coercive mechanism of this policy shift. But both AAA as a national federation and AAA Wisconsin strongly support .08 BAC as an appropriate first-offense standard for the illegal per se limit. That's the BAC level at and above which a motorist is legally considered as operating a vehicle while intoxicated.

If Wisconsin, currently at .10 BAC, doesn't enact .08 before 2004, the state will lose \$9 million in highway funds that year, plus up to \$36 million annually by 2008. More importantly, .08 would help prevent deaths and injuries; USDOT estimates that a .08 limit could have saved 24 of the 304 people killed in alcohol-related crashes in Wisconsin during 2001.

So far 32 states have enacted a .08 BAC first-offense limit. When California lowered its standard to .08, the threshold at which cases were prosecuted dropped from .12 to .10, taking more impaired drivers off the roads.

Wisconsin has made progress in reducing drunk-driving fatalities, from a high of nearly 600 in 1980 to about 300 in 2001, and last year our state stiffened penalties and tightened allowable BAC levels for repeat drunk drivers. But driving at .08 does mean driving impaired, with a crash risk many times that of drivers with no alcohol in their bloodstream. Wisconsin needs a .08 law to save even more precious lives.

Contact Ernie at (608) 828-2487 or estetenfeld@aaa wisconsin.com

New Traffic Safety Legislation



by Dennis Hughes

With the 2001-02 legislative session having come to a close, this is a good time to reflect on what the Legislature accomplished to improve Wisconsin traffic laws.

- Last August's biennial budget bill (2001 Wisconsin Act 16) included several noteworthy pro-safety provisions. One element permitted courts to suspend driving privileges of minors for failure to pay forfeitures for ordinance violations unrelated to driving.
- Several budget bill provisions increased minimum penalties for repeat drunk drivers, including extending to 12 months the waiting period for any 2nd offender to become eligible for an occupational license.

continued on page 2



Combining enhanced enforcement with intensive public information, **CLICK IT, Why Risk It?** is a cooperative effort by local and state law enforcement agencies, WisDOT-BOTS and NHTSA to increase seat belt use and reduce alcohol and speed-related crashes.

In Wisconsin 100 local law enforcement agencies participated in campaigns during the first half of this year. Agencies' goals were to increase seat belt and child safety seat use. Each agency participated in several four-week enforcement waves during the campaign, which for the first time used paid media.

continued on page 2

Safe Communities

It's time to get involved!

Across the U.S. communities are creating Safe Community coalitions to help prevent all kinds of injuries. This approach involves:

- Collaboration among advocates from the prevention, acute care and rehabilitation fields
- Review of multiple sources of injury and cost data to identify local problems
- Citizen involvement in addressing their own injury problems and in implementing effective programs.

The *Traffic Safety Reporter* will profile several Wisconsin coalitions, starting in this issue with the Sauk Prairie Safe Community Coalition (SPSCC).

In 1998 Dan Roberts, WisDOT-BOTS, was concerned about Sauk Prairie's relatively high rate of vehicle/pedestrian and vehicle/bike crashes, so he got in touch with Police Chief Gerald Strunz. Chief Strunz invited a diverse group of residents to a planning meeting, and they decided to form a coalition as an evaluative and advisory forum on injury prevention for the

continued on page 3



Click It, Why Risk It?
newspaper ad
aimed at urban youth.



Target audience:

Pickup truck drivers. They have the lowest seatbelt use rate in the state; 47.5% compared to 68.7% for passenger vehicles.

Contact Dennis Hughes
WisDOT (608) 267-9075 or
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The **Wisconsin Traffic Safety Reporter** is published by the Bureau of Transportation Safety, Wisconsin Department of Transportation. Its purpose is to promote transportation safety, to recognize worthwhile programs, to educate and to share ideas with safety professionals.

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Click It, Why Risk It?

from page 1

The four-week campaign includes these five steps:

1. Survey of local pre-enforcement seat belt use
2. Public information and education activities within the community
3. Media event/announcement of upcoming enforcement efforts
4. Increased traffic enforcement
5. Post-enforcement seat belt use survey, and media announcement detailing accomplishments.

Data collection is the foundation for program evaluation. Were the desired changes accomplished? Did the program reach the target audience?

Public information and education print and audio/visual materials, along with sample press releases, are furnished by WisDOT-BOTS.

Contact Don Hagen, WisDOT-BOTS
(608) 267-7520 or don.hagen@dot.state.wi.us

Safety Legislation

from page 1

- A new law (effective 12/1/01) requires drivers to move over or slow down when approaching emergency vehicles or tow trucks stopped on the side of the road with lights flashing. [§346.072]
- As of 1/4/02, drivers are prohibited from following a working snowplow by less than 200 feet for more than one mile on roads posted above 35 mph. [§346.915]
- It is now illegal to install a previously deployed air bag or an otherwise non-functional air bag in any motor vehicle. [§347.475]
- As of 4/17/02, drivers are required to slow to 15 mph or less when approaching a marked school crossing even if there is only one child present or if the crossing guard is present in the crosswalk or roadway. Under the old law, the 15 mph limit applied only if more than one child was present. [§346.57(4)(b)]
- School bus owners have until 5/1/04 to equip all buses with retractable crossing gates, mounted on the front bumper, to prevent children from crossing so close in front of the bus that they disappear from the driver's view. [§347.445]
- The much-publicized budget adjustment bill, working its way through the legislative process, includes a provision to disqualify CDL (commercial drivers license) drivers who commit certain violations at railroad crossings.

Get to know ... Barbara Booth



Regional Program Manager
WisDOT Bureau of Transportation Safety

Since 1997 Barbara has been the regional program manager (RPM) for northeastern Wisconsin. Based in Green Bay, she serves Highway District 3 covering 12 counties.

In the spring of 1998 she was instrumental in bringing to Wisconsin the Pedestrian Safety Roadshow (see page 4 sidebar) in which a dozen people learned how to develop pedestrian safety programs. At this training, roundabouts got their first toe-hold in Wisconsin. Since then several other programs have been conducted in the state on traffic calming and alternatives to stop signs and signals at intersections. Wisconsin now boasts six new roundabouts, with crash reduction as high as 100% (see page 5), and several more are being planned. In Brown County, roundabouts at schools are becoming the preferred option for traffic control because they are safe and efficient for cars, pedestrians and bicyclists.

Barbara does extensive work with traffic safety advocates. Acting as facilitator for volunteer groups and government officials, she helped get deadly intersections converted into interchanges or overpasses along Wisconsin Highway 41 in Outagamie and Brown Counties. During its first year, a *Lights On For Safety* educational campaign reduced crashes along WIS 57 to Door County, and citizen petitions sparked safety enhancements to at-grade intersections on WIS 29.

If your community has traffic safety concerns, give your RPM a call to team up to prevent injuries and save lives.

Contact Barbara at (920) 492-5639 or
barbara.booth@dot.state.wi.us

Operation ABC Mobilization

AMERICA BUCKLES UP CHILDREN

Law enforcement was out in force during Memorial Day week (May 20–27) to make sure everyone—especially every teen—was properly buckled up. In Wisconsin 222 agencies participated in the largest ever nationwide seat belt enforcement campaign.

This year's mobilization focused on protecting teens and young adults; more than half of all teens who die in crashes aren't wearing seatbelts. For teens, fatality rates are twice, and the risk of crashes is four times that of older drivers. Nationwide, 4,216 teens ages 16-19 died in traffic crashes in 2000.

Operation ABC Mobilization is sponsored by the Air Bag & Seat Belt Safety Campaign (www.nsc.org/airbag.htm), the National Safety Council, NHTSA, the National Transportation Safety Board and Mothers Against Drunk Driving.

Contact Don Hagen, WisDOT-BOTS, (608) 267-7520 or don.hagen@dot.state.wi.us.

NEW! Basic Motorcycle Rider Course

by Ron Thompson

There's a new Basic Rider Course (BRC) for Wisconsin motorcyclists. The new curriculum includes five hours of classroom and ten hours of "in the saddle" hands on experience instead of the nine and eleven hours previously offered. The new course also includes a special one hour presentation on the dangers of riding while impaired.

In the classroom, student riders seek answers to study questions in the *BRC Rider Handbook* then report their findings to the class. A video reinforces the lessons learned and written tests evaluate mastery of the information. Then it's off to the parking lot where riders turn knowledge into skill with 17 ridership skill exercises.

Created by the Motorcycle Safety Foundation, the new BRC is funded by WisDOT BOTS and provided primarily through the Wisconsin Technical College System. This year the new course will be offered at six of the sites. Next year all state sponsored sites will provide the new curriculum.

Visit www.dot.state.wi.us/dmv/motorcyc.html for more information, or contact Ron Thompson, WisDOT-BOTS, at (608) 266-7855 or ron.thompson@dot.state.wi.us

NEW!

CYCLES HAVE EQUAL RIGHTS



Along with the familiar stickers for automobiles, two new motorcycle safety stickers are now available:

- reflective stickers for the backs of motorcycles or helmets, 1" x 4 1/8" (stock number HS-501)
- stickers for the backs of semi trailers, 12" x 24" (HS-502)

Contact WisDOT Maps and Publications Sales (608) 246-3265

Wisconsin Motorcycle Safety Program

by Ron Thompson

The WisDOT-BOTS Motorcycle Safety Program has scored another major national award. The BOTS *Ride Right* campaign has been given the 2000 Outstanding Media Award by the Motorcycle Safety Foundation.

The campaign includes nine matched poster/brochure pairs with compelling photography and to-the-point information on topics of special interest to motorcycle riders. Topics include *Get Trained*, *Get Licensed*, *Gear Up*, *Ride Sober*, *Share the Road*, *Advanced Training*, *Mopeds*, *Work Zones* and *Rustic Roads*.

The package also includes a 30 second public service announcement for both radio and TV and a nine minute, stand alone video, *Ride Sober—Ride Right*, which follows a rider after his arrest for riding while impaired.

Brochures, posters and video are available from WisDOT Maps and Publications Sales, (608) 246-3265.

Contact Ron Thompson, WisDOT-BOTS, at (608) 266-7855 or ron.thompson@dot.state.wi.us

Safe communities

from page 1

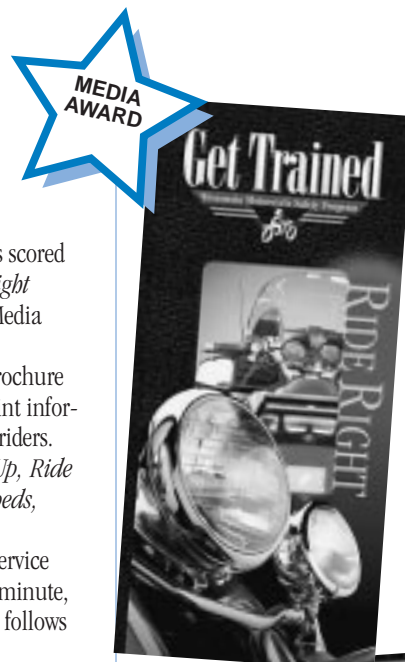
Villages of Prairie du Sac and Sauk City and the Sauk Prairie School District.

SPSCC addresses bicycle, pedestrian and car seat safety. At high-traffic intersections, crosswalk safety has been improved by increasing pedestrian visibility, and by adding mid-road caution signs, refreshed paint and textured crosswalks. Late this summer pedestrian islands will be installed on Wisconsin Highway 12 in Sauk City along with additional sidewalks. Car seat inspections have found a 95% misuse rate.

Each summer the coalition offers a Bike Awareness Class for 2nd-5th graders through the Sauk Prairie summer school program. For three days students receive classroom instruction and hone their on-bike skills. They then pile into a bus and, along with instructors and volunteers, head off for a bike ride on the Reedsburg 400 Trail. Last summer a truck with the bikes broke down, so the kids pedal powered their way 12 miles back to Sauk Prairie. Their enthusiasm withstood 90 degree heat, humidity, loose gravel, high car speeds, and a "killer hill," and the voyagers were welcomed home with pizza, soda and popsicles.

Contact Sandi Brainard, coalition consultant/coordinator, at (608) 643-2427 or spsccoalition@hotmail.com.

WisDOT-BOTS is committed to helping empower Safe Community coalitions statewide; contact Dan Roberts at (608) 246-5373 or dan.roberts@dot.state.wi.us



Visit www.nhtsa.dot.gov/safecommunities

Lt. Travis Hilliard demonstrates braking skills during Sauk Prairie Bike Awareness Class.



Resources

Pedestrian Safety Roadshow

www.fhwa.dot.gov/safety/roadshow/walk/

Includes *Wanted—Walkable Communities*, a brochure about the roadshow process, *Local Sponsor's Guide*, and *Pedestrian Safety Programs & Resource Catalog*

Pedestrian Facilities Users Guide

www.walkinginfo.org/insight/features_articles/userguide.htm

Shows how to create walkable environments through engineering improvements, and identifies the main causes and solutions of pedestrian crashes.

National Congress of Pedestrian Advocates

September 3, 2002 in St. Paul, Minnesota
americawalks.org

Wisconsin Walks!

New pedestrian advocacy organization

In Wisconsin during 2000 there were 1,657 pedestrian/vehicle crashes, 353 incapacitating injuries and 50 deaths. The goal of the newly-formed Wisconsin Walks pedestrian advocacy organization is to help make Wisconsin's communities more safely, healthfully and pleasantly walkable.

Several Wisconsin communities have participated in the Pedestrian Safety Roadshow (see sidebar), a four-hour workshop developed by NHTSA and FHWA to help communities develop their own approach to identifying and solving pedestrian safety and walkability problems. In some cases participation was sparked by a local tragedy, as in the case of Cedarburg, where in November 1999 two elderly women on their way home from church were struck and killed by an elderly woman motorist.

In May 2001 WisDOT-BOTS held a summit of Roadshow participants to consider how to build on this foundation. The strong recommendation was to create a statewide pedestrian safety advocacy organization, and seven months later advocates gathered in Cedarburg to plan the organization. They identified a wide range of potential partners and established goals. Initially an Internet-based organization, Wisconsin Walks will become a nonprofit corporation and become a member of America Walks (americawalks.org), a national coalition of local advocacy groups. Interested organizations may join the steering committee.

In June the Governor's Conference on Highway Safety included an all-day pedestrian advocacy training to foster this new initiative.

The experience of the Bicycle Federation of Wisconsin (BFW) shows the advantages of a statewide organization. While pedestrian issues may be local, the issues are similar in most localities. A statewide organization can help define issues and serves as a resource for sharing solutions to similar problems. Some local issues require statewide change, such as updating state statutes and land use issues, and state budgets



A walking audit in Lake Geneva, part of the Southeastern Wisconsin Regional Planning Commission's Walkable Communities Initiative, focused on safe routes to school. Audit findings included residential streets without sidewalks.

can affect local efforts to address pedestrian issues. A statewide organization can also be a center for educating state, county and local planners, engineers and police on pedestrian issues. BFW has played an important role in all these areas on behalf of Wisconsin's bicyclists. A statewide pedestrian organization can have a tremendous synergistic impact on pedestrian safety and convenience in communities throughout the state.

Contact JoAnne Pruitt Thunder, WisDOT-BOTS, at (608) 267-3154 or joanne.pruitt-thunder@dot.state.wi.us



Movable crossing guard in Cedarburg.

Roundabouts

Direct to improved safety

In the Village of Howard, near Green Bay, two modern roundabouts—the first in Wisconsin—are improving safety for motorists, pedestrians and bicyclists.

A campus which includes Forest Glen Elementary School, Lineville Intermediate, and Bay Port High School is bounded to the south by a county highway (Lineville Road) with a 45 mph speed limit. People tend to drive at speeds that feel comfortable to them, and prior to 1999 many motorists sped through the 15 mph school zone. The Brown County Sheriff's Department designated the highway as a hazardous area and the school district had to bus students across the road.

The best way to reduce speeding is to design streets that make drivers feel comfortable not speeding. In 1999 this was accomplished in Howard by constructing roundabouts which require drivers to slow down when approaching and traveling through the two campus intersections. Bicycle lanes and sidewalks were also added.

Modern roundabouts are often confused with traffic circles (or rotaries).

Roundabouts have greater traffic capacity than signalized intersections because there is no stopping for red lights, and they typically cost less to build and maintain. A November 2001 study of the Lineville Road roundabouts by the Brown County Planning Commission found:

- Significantly reduced vehicle speeds
- Crashes virtually disappeared and injuries have been eliminated
- Students are now allowed to walk and bike to school.

Howard now has a third roundabout, and the City of DePere also has three. In Milwaukee a new roundabout at the 6th Street viaduct opens in August.

For a copy of the study and other information, contact Cole Runge, Brown County Planning Commission, at (920) 448-3400 or coleru@ci.green-bay.wi.us.

Resources

Modern Roundabout Practice in the United States (1998)
Transportation Research Board www.nas.edu/trb/
Roundabouts: An Informational Guide (2000)
Federal Highway Administration www.fhrc.gov

National Bicycle Education Leaders Conference

by Robbie Webber

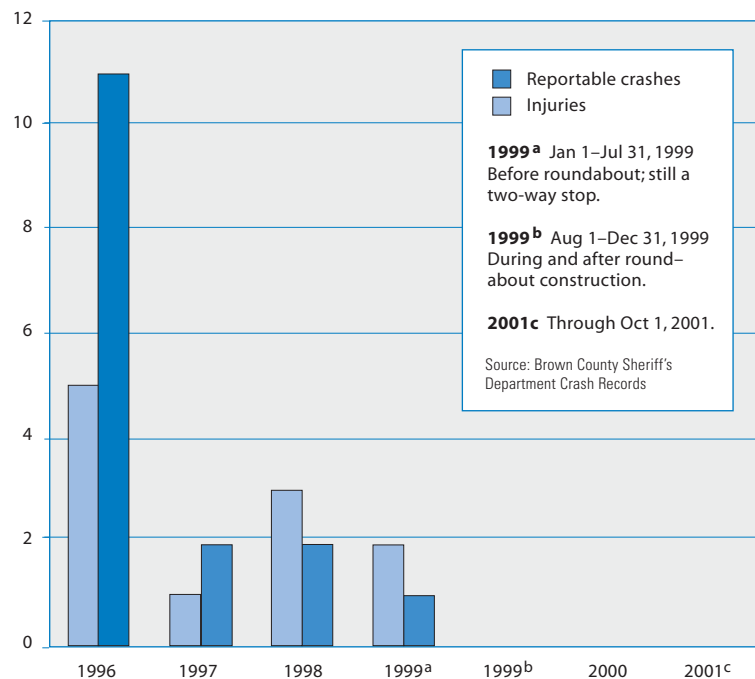
Held in Madison June 3-5 in conjunction with the biennial Wisconsin State Bicycle Conference, this conference was dedicated to making communities more bicyclist-friendly and to teaching safe bicycling to children and adults. Topics included how to fund bike education programs, reaching new audiences by changing existing programs, law enforcement, facilities design, and safety on big bicycle tours.

Contact Robbie Webber, Bicycle Federation of Wisconsin, at (608) 251-4456 or robbie@bfw.org, and visit www.bike-league.org/educater/wisconsin_conf.htm.



Roundabout in Howard at Lineville Road and Cardinal Lane

Reportable crashes and injuries Lineville Road/Cardinal Lane Intersection



Modern roundabouts vs. traffic circles

	Modern roundabouts (like those on Lineville Road)	Traffic circles
Central island diameter	Approximately 70 feet (includes truck apron)	300+ feet
Design speed	15–18 mph	40+ mph
Right-of-way	Vehicles in the roundabout	Vehicles entering the circle

The Wisconsin Highway Safety Partnership (WHSP) fosters better communication and cooperation among public and private organizations which promote traffic safety. This section of the *Traffic Safety Reporter* profiles members of the WHSP partnership.

W H S P

Wisconsin Highway Safety Partnership

Partners

David Huntley, PE

WisDOT District 1

A licensed professional engineer with 25 years experience in highway design, David is now the District Traffic Engineer for WisDOT District 1 which covers 10 counties in southwest Wisconsin. He supervises an eleven person Traffic Unit which includes engineers, engineering specialists, electricians and technicians.

The unit deals with signing, marking, traffic signals, and traffic policies on Wisconsin, US and Interstate Highways. It also monitors and permits municipal street lighting,

does pavement marking projects through contractors, and it works with other District 1 units on highway design and construction. For example, during the "orange barrel season" the unit members monitor signage and traffic control in work zones.

He or another staff engineer attends the quarterly meetings of each county's highway traffic safety committee. Like WHSP, these committees bring together diverse expertise: the county highway commissioner, law enforcement, EMS, WisDOT-BOTS and

private citizens. They examine each traffic fatality or crash location to determine if anything can be done to improve safety. The committees also hear input from the public regarding issues such as speed zones.

His team also works with municipalities. As communities grow, the transitional speed zone from urban to rural (25-55 mph) has to be moved out. Engineers in the unit also examine data from the WisDOT Bureau of Highway Operations on intersections with high crash rates to determine causes and possible improvements

Lieutenant Daniel Lonsdorf

WisDOT—Division of State Patrol



Based at the State Patrol's Central Headquarters in Madison, Lt. Lonsdorf manages several highway safety programs.

For many years he has instructed officers on impact dynamics and crash scene investigation. With extensive background in crash reconstruction, he currently

manages officers in the detailed analysis of why and how crashes occur.

Dan coordinates grants for extra enforcement patrols in major highway construction zones statewide. Grants also fund additional patrols in problem areas where crashes, speeding or drunk driving are prevalent.

He supervises the state's aircraft and motorcycle patrols in high traffic volume and problem areas; he manages the State Patrol's fleet of 500 squad cars, tracking crash causes, writing new car specifications, and researching and testing new vehicles and equipment; he coordinates a variety of WisDOT media announcements, including safe travel tips during the holidays.

A State Trooper for 22 years, he patrolled the interstate highways around Madison and then supervised officers in Juneau and Sauk Counties. During his patrols, he removed from the highways over 950 individuals suspected of drunk driving.

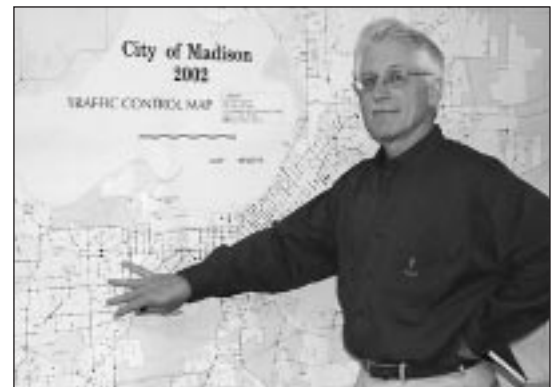
Contact Dan at (608) 266-3218 or daniel.lonsdorf@dot.state.wi.us

Thomas Walsh

City of Madison

Tom is the Traffic Operations and Safety Engineer for the City of Madison. For 28 years he has been with the city's Traffic Engineering Division, working on a range of projects from major street reconstruction to neighborhood traffic improvement and special event traffic planning. Pedestrian and bicycle facility improvements are among his special interests.

The Traffic Engineering Division (www.ci.madison.wi.us/transp/trindex.html) maintains traffic crash files for all reported crashes, and publishes a crash report. This data enables traffic engineers to identify unusual crash patterns, driver factors and violations. They can then mitigate problems with traffic control changes, geometric



improvements, traffic safety educational efforts and law enforcement. The data is also used in funding applications for traffic control improvements and reconstruction projects through the Federal Hazard Elimination Program.

Many neighborhoods want to reduce the speed and/or volume of traffic on their streets, and there is growing interest in traffic calming devices such as speed humps and intersection traffic circles. The city's Neighborhood Traffic Management Program aims to improve neighborhood vehicular traffic and conditions for pedestrians, bicyclists and residents. The program encourages citizen involvement in all phases of neighborhood traffic management.

Tom is also on the board of directors of the Safe Community Coalition of Madison and Dane County (www.ci.madison.wi.us/health/coalitions/gmscc.html) which is fostering collaboration and citizen involvement to prevent all kinds of injuries.

Contact Tom at (608) 266-6526 or twalsh@ci.madison.wi.us.

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www.danenet.org/wisms

Social marketing

A new way to reduce alcohol-related crashes

In the past, efforts to discourage drunk driving have largely relied on public education, traffic enforcement and tougher legislation. These have helped, but a serious problem remains; during 2001 in Wisconsin, 304 people died in alcohol-related crashes.

Now a new approach is being tried based on social marketing, which borrows commercial marketing techniques commonly used to motivate consumers to try new products. To get people to try a new product, commercial marketers realize it must be appealing and serve a need. If the need is for people to get home after excessive drinking, there must be appealing alternative transportation.

Using the social marketing approach, community coalitions in four parts of the state—Tomah, Dodgeville and Mineral Point together, and Polk and Manitowoc Counties—are developing products and incentives to reduce drunk driving by single males, primarily ages 21-34. Products include alternative transportation to, between, and home from bars or restaurants (by taxi, limo, or volunteer drivers). Incentives range from offering free pizza to riders to holding free events for bar/restaurant patrons and volunteer drivers.

To identify possible products and incentives, UW-Madison School of Business conducted brainstorming focus groups with professionals who deal with impaired driving. Focus groups then were held with the primary target group, young adult males, to see how they felt about possible forms of transportation, incentives and program costs.

NHTSA awarded a grant to a coalition of WisDOT-BOTS, UW-Madison, Miller Brewing Company and the Tavern League of Wisconsin to help create community

partnerships. At a January conference in Madison representatives from 15 communities learned about community-based social marketing. Seven submitted proposals and four were selected.

The four communities that received NHTSA seed money aim to have their alternative transportation programs up and running this summer.

Ready ... Set ... Action!

by Stephanie Bass Faust

High school students across the state are using improvisational theater to get youth and adults motivated to discuss important social issues and to make real changes in their own lives and in their communities. Issues include drinking and driving, peer pressure, bullying, sexual abstinence and racism.

Wisconsin Regional Teen Institute (WRTI), a program of UW-Eau Claire Continuing Education, has trained over twenty teams in the past three years.

Teams of youth perform several short scenes ending at a climax where a decision must be made. An adult advisor then facilitates a discussion, with audience members asking the actors (still in character) about their motivation and what they'll do next.



Contact Carol Karsten, WisDOT-BOTS, at (608) 266-0550 or carol.karsten@dot.state.wi.us

To get your troupe trained, or for a performance, contact Stephanie Bass Faust, WRTI State Coordinator, at (608) 837-7976 or bassfasa@uwec.edu.

At a recent Sun Prairie Family and Community Town Supper (FACTS), the evening opened with Groundhog Improv performing three short scenes, prompting a lively discussion of underage drinking.

THINK FIRST

Mobile Bike Rodeo ... Rounding up safety for 3rd graders

by Shari Liesch, MSN

After motor vehicle crashes and falls, bicycle injuries are the third leading cause of pediatric trauma in Wisconsin. Around third grade, kids increasingly venture off on their own, and to help them get off to a safe start, the THINK FIRST for Kids (TFFK) Mobile Bike Rodeo was piloted at four schools in Brown County this year.

I and other nurses from St. Vincent Hospital (Green Bay) teach the classroom portion, discussing brain injuries from falls. During the rodeo, kids practice a variety of biking skills, with a Brown County Sheriff's Department Liaison Officer teaching bike safety, with an emphasis on helmet use and skills riding in traffic. Other adults and teens serve as volunteer wranglers. School/community volunteers raised funding for helmets to give to participants.

As a nurse in a trauma center, I work with a team to help people who've been injured, and often wonder, "What could we do to help prevent these injuries?" The bike rodeo

is one way the community can work together to prevent devastating brain and spinal cord injuries. The hospital's participation is part of its involvement with the TFFK national injury prevention campaign (www.thinkfirst.org).

WisDOT-BOTS funding helped with the purchase of 10 bikes and a trailer to haul them down the dusty trail from rodeo to rodeo in northeast Wisconsin.

Contact Shari Liesch, St. Vincent Hospital, at (920) 431-3238 or sliesch@stvgb.org



Officer John Toonen talks about bike safety with Howard Elementary 3rd graders.



Mark your calendar!

CHILDHOOD EMERGENCIES: Prevention and Management

Wisconsin's Annual Emergency Medical Services for Children Injury Prevention Conference

September 16-17

Kalahari Resort and Convention Center, Wisconsin Dells

Visit www.cme.wisc.edu and click on "Conferences"

Keeping Wisconsin's Promise: Building Youth Assets for a Brighter Future

Annual Sharing Conference of the Alliance for Wisconsin Youth

October 28-29

Wisconsin Dells

Visit www.uwsp.edu/extension and click on "Browse Our Brochures" then on "Alliance for Wisconsin Youth"

Fox Valley SAFE KIDS Partnership Bike Helmet Challenge

by Lisa Sumter Voss

Making sure children wear bike helmets every time they ride is our goal, and with strong community teamwork Fox Valley SAFE KIDS Partnership has distributed more than 20,000 helmets over the past seven years.

An arrangement between the National SAFE KIDS Campaign (www.safekids.org) and Bell Sports makes

safe, stylish helmets available to SAFE KIDS coalitions nationwide. Financial support comes from the lead organization, Affinity Health System, and from UW Health, which jointly operate the Children's Health Center in Appleton.

Parents can buy helmets at April events in Appleton and Oshkosh. Local bike shops offer discount coupons for adult bike helmets to help parents get into the helmet habit. The partnership sells helmets for \$8 each, and local hospitals make them available free of charge to low-income families.

Partnership members, local fire departments, law enforcement, bike racing teams and other volunteers make sure that every child gets a proper fit, along with a reminder about the importance of wearing that helmet.



Contact Lisa Sumter Voss, Fox Valley SAFE KIDS coordinator at (920) 720-1274 or lvoss@networkhealth.com

A member of the Intruders bike racing team of Appleton fits a helmet during the Fox Valley SAFE KIDS Bike Helmet Challenge.

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